

# Norton **HD** Case Study 008

## Cystic Fibrosis Foundation's **Run Like Hell**

### Network Dates:

September 22 – October 24, 2008  
33 Total Days



Norton Outdoor Advertising provided time on the NortonHD Outdoor Network to the Cystic Fibrosis Foundation for their annual Run Like Hell 5K race. The Cystic Fibrosis Foundation purchased one playlist for 4 days on the entire network during their campaign; the remainder of the time was shared with three other advertisers on one playlist.

In spite of chilly economic times and in very chilly rain, the turnout for the race was, according to Annmarie Barnett of the Cystic Fibrosis Foundation, the largest in recent years – over 2,600 people participated in the event.

Says Annmarie: “we had the largest crowd in recent years... I definitely think the [digital] billboards helped!”

**Norton Outdoor is proud to have been the exclusive digital outdoor partner for the Cystic Fibrosis Foundation and the Run Like Hell race.**

